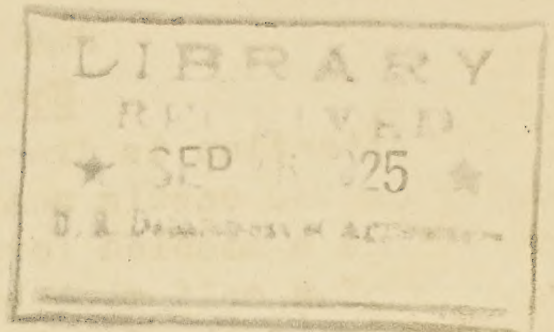


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UNITED STATES DEPARTMENT OF AGRICULTURE

Extension Service

Office of Exhibits

A Summary of the Exhibit

BEEF CALF CLUBS

A booth exhibit showing the requirements for success in feeding beef calves; how a boy who would not quit finally succeeded; and the influence of Club Work on feeding methods in Missouri.

Specifications

Floor space - - - - - 13 ft. 3 inches front.
8 ft. 2 inches deep.
Wall space - - - - - None.
Shipping weight - - - - - 535 lbs.
Electrical requirements - None.

BEEF CALF CLUBS

How It Looks

Attention is drawn to this booth exhibit by a poster on two easels near the front of the booth. This poster has a modeled foreground on which are standing the cutouts of a calf club boy and several beef calves. The text tells of the final success of the youthful feeder of baby beeves.

The methods which the successful feeder of fat yearlings should follow are outlined on the three sections of the booth. For instance, on the left section are given several important points to consider in selecting feeders and other points in connection with the feeding and management of feeders. Two enlarged photographs of feeders are used to illustrate parts of the text.

On the center section is a picture of three fat yearlings of different breeds and some terse legends. The right section also has two enlarged photographs of feeders and the text gives the advantages and disadvantages of feeding calves. The text in this exhibit is very short and to the point and requires but a few minutes to read. The booth is 13 feet across the front and 8 feet deep.

What It Tells

This exhibit invites consideration of the problem of producing fat yearlings to satisfy the market demand for smaller cuts of beef.

In the center section appear four factors which have tended to stimulate fat yearling production. These are:

1. Decrease of Corn Belt pasture land.
2. Reduction of the vast western ranges.
3. Increased Cost of Feeds.
4. Demand of consumers for smaller cuts of beef.

It is well to mention that the choice of breed is of little importance and varies with the preference of the individual feeder, but selection within a breed is a fundamental consideration.

The left panel gives both sides of the story, i.e.,

advantages and disadvantages of fattening calves as compared with older cattle.

Some advantages of young over older cattle are:

1. Fat yearlings usually bring top prices.
2. The market demand for fat yearlings is relatively stable.
3. Yearlings carry their bloom longer.
4. Yearlings make more efficient use of feeds.
5. The investment is less per head.

Some disadvantages are that calves,

1. Utilize a smaller proportion of roughage.
2. Require greater feeding skill, closer attention and better equipment.
3. Require longer time to fatten.
4. Must sell at wider margin to make same profit per head.
5. Must be more uniform.

The section on the right bears the inscription: REQUIREMENTS FOR SUCCESS. Under this heading are four points one must consider in selecting feeders:

1. Early maturity and thriftiness.
2. Uniformity in size, age, quality, and weight.
3. Freedom from disease and parasites.
4. Proper conformation as indicated by:
short necks; short legs; straight top and bottom lines.
Broad heads and muzzles; wide, deep bodies; thick, smooth flesh.

After the steers have been selected, it is necessary to think of the following in connection with feeding and management:

1. Avoid excessive shrink at weaning time.
2. Full feed on fattening ration from weaning until marketed.
3. Provide rations that are:
palatable, succulent, economical, varied, balanced, not too bulky.
4. Make greatest possible use of home-grown feeds.
5. Supply ample pure water, salt, shelter and bedding.
6. Give careful supervision to each operation.

The influence of calf-club work on feeding methods in Missouri is brought out by photographs and legends on a panel supported by easels which stands in the center of the booth.

Where to Get Information

Farmers' Bulletin 612 - Breeds of Beef Cattle
Farmers' Bulletin 1068 - Judging Beef Cattle
Farmers' Bulletin 1135 - Beef Calf, its Growth and Development
Farmers' Bulletin 1379 - Beef Production in the Cotton Belt
Farmers' Bulletin 1382 - Fattening Steers in Corn Belt
Farmers' Bulletin 1416 - Fattening Beef Calves